

## In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended): A method for facilitating computer based access to a location on a network by a consumer witnessing a presentation that is broadcast to the consumer over a broadcast ~~network that~~ network, which broadcast is operable to make available to a plurality of consumers the presentation ~~broadcast~~, comprising the steps of:

5 providing a visual cue during the broadcast presentation ~~broadcast~~ apparent to the consumer and indicative of a relationship between the visual cue and the presence of the location on the network that will attract the consumer's attention, the visual cue provided subsequent to the occurrence of a control signal that is part of the broadcast presentation ~~broadcast~~ and which control signal is in association with the visual cue; and

10 releasing the control signal in conjunction with the broadcast presentation such that it will be in occurrence as part of the broadcast presentation, the step of releasing occurring during the presentation broadcast, and wherein a computer having an input device responsive to the control signal can be controlled such that the control signal can both be recognized by the input device and control information contained in the control signal can be extracted therefrom to  
15 enable and control the computer to access the location on the network upon the appearance of the visual cue and receipt of the control signal during the broadcast presentation ~~broadcast~~, which control is facilitated from the presentation broadcast with no user intervention.

2. (Original): The method of Claim 1, further comprising the step of:  
attracting the consumer's attention to the computer for interacting with the location on the network in association with the access thereto.

3. (Previously Presented): The method of Claim 1, wherein the step of providing a visual cue precedes the step of releasing the control signal.

4. (Previously Presented): The method of Claim 1, wherein the step of releasing the control signal precedes the step of providing a visual cue.

5. (Previously Presented): The method of Claim 1, wherein the steps of providing the visual cue and releasing the control signal occur simultaneously.

6. (Previously Presented): The method of Claim 5 wherein the steps of providing the visual cue and releasing the control signal occur within a defined interval of time.

7. (Previously Presented): The method of Claim 1, comprising the step of:  
animating the visual cue during its appearance wherein the animation is accompanied by the control signal.

8. (Original): The method of Claim 7, comprising the steps of:  
detaching one or more moving segments from a stationary portion of the visual cue; and

traversing a path with each detached segment about the stationary portion of the  
5 visual cue to a predetermined position adjacent thereto.

9. (Original): The method of Claim 8, wherein the stationary portion of the visual cue forms an alphanumeric character and the moving segment resembles a punctuation mark.

10. (Original): The method of Claim 8, wherein the stationary portion of the visual cue forms an iconic figure and the moving segment resembles an element of said iconic figure.

11. (Currently Amended): The method of Claim 1, wherein the step of releasing a control signal comprises the step of:

providing an audible sound signal as a part of the broadcast presentation having a recognizable characteristic that is identifiable each time it occurs by the input device on the computer, the sound signal comprising the control signal.

12-14. (Canceled)

15. (Previously Presented): The method of Claim 1, wherein the step of releasing a control signal comprises the step of:

providing a light signal having a recognizable characteristic that is identifiable each time it occurs by the input device on the computer, the light signal comprising the control signal.

16. (Previously Presented): The method of Claim 1, wherein the visual cue includes a logo.

17. (Currently Amended): The method of Claim 1, wherein the broadcast presentation ~~broadcast~~ witnessed by the consumer includes a program having audio and video content.

18. (Currently Amended): The method of Claim 1, wherein the broadcast presentation ~~broadcast~~ witnessed by the consumer includes a broadcast communication having audio and video content.

19. (Currently Amended): The method of Claim 1, wherein the broadcast presentation ~~broadcast~~ witnessed by the consumer includes a live presentation.

20. (Currently Amended): The method of Claim 1, wherein the broadcast presentation ~~broadcast~~ witnessed by the consumer includes a recorded presentation.

21-37. (Canceled)

38. (New) The method of Claim 1, wherein the step of releasing the control signal occurs via the broadcast presentation.